

Social Media Cheat Sheet

Updated: July 2025
All sizes are in pixels.

facebook

Static Posts

Portrait: 1080 x 1359
Square: 1080 x 1080
Landscape: 1080 x 566

Reels:

1080 x 1920

Stories:

1440 x 2560

Profile Picture:

196 x 196

Cover Photo

820 x 360

Instagram

Static Posts

Portrait: 1080 x 1350
Square: 1080 x 1080
Landscape: 1080 x 566

Reels:

1080 x 1920
Cover Photo: 420 x 564

Stories:

1080 x 1920

Profile Picture:

320 x 320

Highlight Cover:

1080 x 1920

LinkedIn

Posts:

1200 x 627

Profile Picture:

400 x 400

Cover Photo

1584 x 396

Company Page:

Cover Image:

1128 x 191

Logo:

400 x 400



Static Posts:

Portrait: 1080 x 1350
Square: 720 x 720
Landscape: 1280 x 720

Banner Image:

1500 x 500

Profile Picture:

400 x 400

Character Limit:

280 Characters



Posts:

1080 x 1920

Profile Picture:

20 x 20

Scan to
Collaborate!



Idea Pin:

1080 x 1920

Post:

1000 x 1500

Profile Picture

280 x 280

Cover Photo

800 x 450

